

Appln. No.: 10/672,852  
RCE and Amendment dated July 26, 2006  
In Reply to Advisory Action of July 14, 2006

### **AMENDMENTS TO THE CLAIMS**

Claims 1-27 are pending in the application. All of claim 1-27 were rejected in a final Office action mailed January 26, 2006, to which a response was filed June 26, 2006. All of claims 1-27 stand rejected in the Advisory Action mailed July 14, 2006, which entered amendments to the Specification, but did not enter amendments to the claims. Claims 1 and 15 are amended, and new claims 28-57 are added by this amendment. Claims 1, 15, 30 and 46 are independent claims, while claims 2-14 and 28, claims 16-27 and 29, claims 31-45 and claims 47-57 depend either directly or indirectly from independent claims 1, 15, 30 and 46, respectively.

The following listing of claims will replace all prior versions, and listings, of claims in the application.

### **Listing of Claims:**

Claim 1. (Currently amended) A system providing support for user transactions on a media exchange network, the system comprising:

a television display for consumption of media;

a storage for storing media, and having an associated network address;

set top box circuitry communicatively coupled to deliver media from the storage to the television display;

an interface device for receiving from an authorization device associated with a user, information for authorizing a user transaction, the interface device communicatively coupled to the set top box circuitry; and

server software that receives, ~~via a communication network~~, a request from a first user of the media exchange network, the request comprising at least one of the associated network

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address, information identifying the user transaction, and at least a portion of the information for authorizing a user transaction, and that responds by employing a user predefined association of the first user to a second user of the media exchange network to ~~enabling~~ enable the completion of the identified user transaction with the second user, via a communication network, without divulging the identity of the first user ~~to a vendor~~.

Claim 2. (Previously Presented) The system of claim 1 wherein the media comprises at least one of the following: audio, a still image, video, real-time video, and data.

Claim 3. (Previously Presented) The system of claim 1 wherein consumption comprises at least one of the following: playing audio, displaying a still image, displaying video, and displaying data.

Claim 4. (Previously Presented) The system of claim 1 wherein the associated network address is one of the following: an Internet protocol (IP) address, a media access control (MAC) address, and an electronic serial number (ESN).

Claim 5. (Previously Presented) The system of claim 1 wherein the communication network comprises at least one of the following: a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and a wireless infrastructure.

Claim 6. (Original) The system of claim 1 wherein the communication network is the Internet.

Claim 7. (Previously Presented) The system of claim 1 wherein the interface device comprises one of the following: an optical card reader, a magnetic card reader, a radio frequency identification (RFID) interface, an integrated circuit (IC) card interface, a biometric sensing device, and a cellular telephone.

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Claim 8. (Original) The system of claim 1 wherein the interface device is communicatively coupled using a wireless coupling mechanism.

Claim 9. (Previously Presented) The system of claim 8 wherein the wireless coupling mechanism comprises at least one of the following: an infrared link and a radio frequency link.

Claim 10. (Previously Presented) The system of claim 1 wherein the user transaction comprises at least one of the following: storage, exchange, purchase, and consumption of media.

Claim 11. (Original) The system of claim 1 further comprising:  
a remote control communicatively coupled to the set top box circuitry.

Claim 12. (Original) The system of claim 11 wherein the remote control comprises an interface device for receiving user transaction authorization information from an authorization device associated with a user, the remote control communicating the user transaction authorization information to the set top box circuitry.

Claim 13. (Previously Presented) The system of claim 12 wherein the remote control comprises a scanning device to identify at least one of a product and a service.

Claim 14. (Previously Presented) The system of claim 13 wherein the scanning device comprises one of the following: an optical scanner and a radio frequency identification (RFID) interface.

Claim 15. (Currently amended) A system providing support for user transactions on a media exchange network, the system comprising:  
a television display for consumption of media;  
a storage for storing media;

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set top box circuitry communicatively coupled to deliver media from the storage to the television display;

an interface device for receiving from an authorization device associated with a user, information for authorizing a user transaction, the interface device communicatively coupled to the set top box circuitry; and

server software that receives a request ~~via the communication network from a first user,~~ and that responds by employing a user predefined association of the first user to a second user of the media exchange network to enabling enable the completion of the user transaction with the second user, via a communication network, without divulging the identity of the first user ~~to a vendor.~~

Claim 16. (Previously Presented) The system of claim 15 wherein the media comprises at least one of the following: audio, a still image, video, real-time video, and data.

Claim 17. (Previously Presented) The system of claim 15 wherein consumption comprises at least one of the following: playing audio, displaying a still image, displaying video, and displaying data.

Claim 18. (Previously Presented) The system of claim 15 wherein the communication network comprises at least one of the following: a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and a wireless infrastructure.

Claim 19. (Original) The system of claim 18 wherein the communication network is the Internet.

Claim 20. (Previously Presented) The system of claim 15 wherein the user transaction comprises at least one of the following: storage, exchange, purchase, and consumption of media.

Claim 21. (Original) The system of claim 15 wherein the interface device comprises one of an optical card reader, a magnetic card reader, a radio frequency identification (RFID) interface, an integrated circuit (IC) card interface, a biometric sensing device, and a cellular telephone.

Claim 22. (Original) The system of claim 15 wherein the interface device is communicatively coupled using a wireless coupling mechanism.

Claim 23. (Previously Presented) The system of claim 22 wherein the wireless coupling mechanism comprises at least one of the following: an infrared link and a radio frequency link.

Claim 24. (Original) The system of claim 15 further comprising:  
a remote control communicatively coupled to the set top box circuitry.

Claim 25. (Original) The system of claim 24 wherein the remote control comprises an interface device for receiving user transaction authorization information from an authorization device associated with a user, the remote control communicating the user transaction authorization information to the set top box circuitry.

Claim 26. (Previously Presented) The system of claim 25 wherein the remote control comprises a scanning device to identify at least one of a product and a service.

Claim 27. (Previously Presented) The system of claim 26 wherein the scanning device comprises one of the following: an optical scanner and a radio frequency identification (RFID) interface.

Claim 28. (New) The system of claim 1 wherein the user transaction comprises the purchase of one or more of a good and a service.

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Claim 29. (New) The system of claim 15 wherein the user transaction comprises the purchase of one or more of a good and a service.

Claim 30. (New) One or more circuits for use in a set top box in a media exchange network, the one or more circuits comprising:

an interface operably coupled to a display; and

at least one processor operably coupled to at least one interface for communicating via a broadband communication network, and to storage for storing media and having an associated network address, the at least one processor operable to:

deliver media from the storage to the display,

receive from an authorization device associated with a first user of the media exchange network, information for authorizing a user transaction, and

send a request to a server, the request comprising at least one of the associated network address, information identifying the user transaction, and at least a portion of the information for authorizing a user transaction, and wherein the request causes the server to employ a user predefined association of the first user to a second user of the media exchange network to enable the completion of the authorized user transaction with the second user, via the broadband communication network.

Claim 31. (New) The one or more circuits of claim 30 wherein the media comprises at least one of the following: audio, a still image, video, real-time video, and data.

Claim 32. (New) The one or more circuits of claim 30 wherein the associated network address is one of the following: an Internet protocol (IP) address, a media access control (MAC) address, and an electronic serial number (ESN).

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Claim 33. (New) The one or more circuits of claim 30 wherein the broadband communication network comprises one of the following: a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and a wireless infrastructure.

Claim 34. (New) The one or more circuits of claim 30 wherein the broadband communication network is the Internet.

Claim 35. (New) The one or more circuits of claim 30 wherein the authorization device comprises one of the following: an optical card, a magnetic card, a radio frequency identification (RFID) device, an integrated circuit (IC) card, a biometric feature of a user, and a cellular telephone.

Claim 36. (New) The one or more circuits of claim 30 wherein the authorization device is communicatively coupled to the at least one processor via a wireless coupling mechanism.

Claim 37. (New) The one or more circuits of claim 36 wherein the wireless coupling mechanism comprises at least one of the following: an infrared link and a radio frequency link.

Claim 38. (New) The one or more circuits of claim 30 wherein the user transaction comprises at least one of the following: storage, exchange, purchase, and consumption of media.

Claim 39. (New) The one or more circuits of claim 30 wherein consumption comprises at least one of the following: playing audio, displaying a still image, displaying video, and displaying data.

Claim 40. (New) The one or more circuits of claim 30 wherein the at least one processor is further operable to:

receive user transaction information from a handheld remote control.

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Claim 41. (New) The one or more circuits of claim 40 wherein the remote control comprises an interface device for receiving user transaction authorization information from an authorization device associated with a user, the remote control communicating the user transaction authorization information to the at least one processor.

Claim 42. (New) The one or more circuits of claim 40 wherein the remote control comprises a scanning device to identify at least one of a product and a service.

Claim 43. (New) The one or more circuits of claim 42 wherein the scanning device comprises one of the following: an optical scanner and a radio frequency identification (RFID) interface.

Claim 44. (New) The one or more circuits of claim 30 wherein the authorized user transaction with the second user is completed without divulging the identity of the first user to the second user.

Claim 45. (New) The one or more circuits of claim 30 wherein the display is a television set.

Claim 46. (New) One or more circuits for use in a communication terminal at a first location in a media exchange network, the one or more circuits comprising:

at least one interface for communicating via a communication network; and

at least one processor operably coupled to the at least one interface, the at least one processor having an associated network address and being operable to:

receive from a first user, at the first location, information for authorizing a user transaction,



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send a request comprising at least one of the associated network address, information identifying the user transaction, and at least a portion of the information for authorizing a user transaction, to a server, and

cause delivery of media from storage to a communication terminal of a second user at a second location via the communication network, wherein completion of the user transaction occurs by utilization of a user predefined association of the first user to the second user of the media exchange network.

Claim 47. (New) The one or more circuits of claim 46 wherein the communication network comprises one of the following: a cable infrastructure, a satellite network infrastructure, a digital subscriber line (DSL) infrastructure, an Internet infrastructure, an intranet infrastructure, a wired infrastructure, and a wireless infrastructure.

Claim 48. (New) The one or more circuits of claim 46 wherein the user transaction comprises one of the following: storage, exchange, purchase, and consumption of media.

Claim 49. (New) The one or more circuits of claim 46 wherein media comprises one of the following: audio, a still image, video, real-time video, and data.

Claim 50. (New) The one or more circuits of claim 46 wherein the server is located at the first location.

Claim 51. (New) The one or more circuits of claim 50 wherein the server is located within the communication terminal at the first location.

Claim 52. (New) The one or more circuits of claim 46 wherein the server is located at a third location remote from the first location and the second location.

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Claim 53. (New) The one or more circuits of claim 46 wherein the storage is located at the first location.

Claim 54. (New) The one or more circuits of claim 46 wherein the storage is located at a third location remote from the first location and the second location.

Claim 55. (New) The one or more circuits of claim 46 wherein the authorized user transaction is completed without divulging the identity of the first user to the second user.

Claim 56. (New) The one or more circuits of claim 46 wherein the at least one processor is operable to receive the information for authorizing a user transaction from an authorization device.

Claim 57. (New) The one or more circuits of claim 56 wherein the authorization device comprises one of an optical card, a magnetic card, a radio frequency identification (RFID) device, an integrated circuit (IC) card, a biometric feature of a user, and a cellular telephone.